City Manager's Blog Deanna J. Santana

GENERAL INFORMATION

State of the City: On June 2 and June 9, the City of Santa Clara hosted three Sate of the City events, at the Teen Center, Community Recreation Center and Don Callejon School with over 60 community members attending. The final event will be held on Monday, June 11, where Mayor Lisa M. Gillmor will give the State of the City Address and City Manager Deanna J. Santana will provide a fiscal outlook for the City of Santa Clara. For more information, contact the City Manager's Office (408) 615-2210 or visit www.santaclaraca.gov/stateofthecity.

June 11, 2018, 1:00 p.m. - 3:00 p.m.
 Senior Center 1303 Fremont Street, Room 222, Santa Clara

Santa Clara Fire Responds to Fire on Stevens Creek: On June 5, at 6:23 a.m., the Santa Clara Fire Department responded to a fire in the auto repair facility at a car dealership in the 4700 block of Stevens Creek Boulevard. The fire required 27 fire firefighters to extinguish, with mutual aid support summoned from the Sunnyvale Department of Public Safety, the Santa Clara County Fire Department, and the San Jose Fire Department. The fire required the closing of westbound commute traffic on Stevens Creek Boulevard. No injuries occurred and investigators are working to determine the cause and point of origin of the blaze. For more information, contact the Fire Department at (408) 615-4900.

Census 2020: Santa Clara County is preparing for 2020 Census, which helps provide funding for priorities like schools and healthcare. Volunteers will be walking through Santa Clara neighborhoods from now through July to verify addresses. Volunteers will not knock on your door or collect any names or personal information. For more information, including volunteer opportunities visit https://www.sccgov.org/sites/ceo/census/Pages/home.aspx.

2018 Annual Clean-up Campaign Survey: The City is looking for feedback on the 2018 Clean-Up Campaign. If you participated, please complete this <u>short survey</u> and provide valuable input for the City to maintain the highest-quality services available to our residents. The survey will be available June 11 to June 22. For more information, contact Public Works at (408) 615-3080.

International Swim Center Shower Facilities Update: As previously reported, the shower facilities at the International Swim Center are in critical condition and can't be opened for public use. Portable pedestal showers are installed and ready for the Pro Swim Series to be held June 7-10. Along with a portable shower trailer, the pedestal showers are a temporary solution while staff works with a consultant to develop options; a report is expected before the end of the summer. Preliminary review indicates the facilities will require extensive repair or full reconstruction. Additional pedestal showers will be installed in July. For more information, contact Parks and Recreation at (408) 615-2260.



Park Impact Fee Community and Residential Developer Stakeholder Meetings on June 11 and June 18: The City will hold two additional community and stakeholder outreach meetings to present information and allow for public comment on the proposed Fiscal Year 2018-19 Park In-Lieu Fee Schedule. Staff will also hold a meeting for the development community in June. Background information related to the calculation of fees is available on the City Website:

- Reports to Council (files #18-226 and #18-563, and Attachment—Fee Resolution),
- Land valuation appraisal report (Schmidt Prescott, 12-31-2017;
- Supplemental Instructions for Land Appraisal;
- Existing City Parks improvement value (Kitchell, 2017);
- Santa Clara City Code 17.35 Park and Recreational Land; and,
- Nexus Study (Willdan, 2014).

Staff will present the Fee Schedule for fees due in lieu of parkland dedication to Council for adoption this summer after the public and stakeholder comment period. Based on the methodology and calculations used, the proposed fees increase for Fiscal Year 2018-19. The community meetings will take place on Monday June 11, 2018 and Monday June 18, 2018 at 5:30 p.m. in the Santa Clara City Hall Cafeteria, 1500 Warburton Avenue. For more information, contact Parks and Recreation at (408) 615-2260.

Traffic Impact Fee Changes and New Multimodal Improvement Plan Fee Meeting on June 12: The City will host a meeting for representatives of the development community on June 12, 2:00 p.m., at the Santa Clara Convention Center (Room 201, 5001 Great America Parkway) to inform and solicit feedback on proposed changes (including increases) to the existing Traffic Impact Fee and the proposed new Multimodal Improvement Plan Fee. The City will give a presentation related to these two fees and will be available for comments and questions.

These fees are proposed as separate and distinct impact fees to be assessed on new developments within the City. The Traffic Impact Fee is an existing one-time fee collected to finance citywide traffic infrastructure improvements needed to serve development. The City proposes increases to the fee and its applicability citywide. The Multimodal Improvement Plan Fee is a proposed one-time fee assessed to new developments whose project traffic will affect specific City of Santa Clara Congestion Management Program intersections. The fee will provide funding towards multimodal improvements identified by the City to offset impacts at these intersections. For more information, contact Public Works staff Carol Shariat at (408) 615-3024 or Pratyush Bhatia at (408) 615-3026.

Community Meeting for Early Consideration of 3131 Homestead Road on June 25 and City Council hearing on July 17: The applicant, Equity residential, will conduct a community meeting for their proposed development at 3131 Homestead Road on June 25. The meeting will be held from 6-7:30 p.m. at Central Park Library, Margie Edinger Room located at 2635 Homestead Road. The City is reviewing the application for early consideration by the City Council of a proposed General Plan Amendment for the existing 12.42 acre multi-family residential that would change the site's land use designation from Medium Density Residential to High Density residential, and therefore \allow an increase in residential density for the site up



to 47 dwelling units per acre (du/ac) from the current 21 du/ac. The application is scheduled for Project Clearance Committee on June 19, 2018. The City Council hearing for early consideration of the proposed General Plan Amendment is tentatively scheduled for July 17 at the Council Chambers. For more information, contact Community Development at (408) 615-2450.

Santa Clara Workforce Information: Santa Clara's largest industries are in professional, scientific & technical services and in manufacturing, employing 24,040 and 22,922 workers in 2017, respectively. Santa Clara has become a magnet for workers, attracting 102,206 daily commuters entering the city for work, compared to 51,509 commuters leaving the city. More city residents are employed representing a 19.2% increase since 2011, with the unemployment rate dropping from 8.4% to 3.1% during the same period. Santa Clara residents' median age is 34.1; 56.7% hold a Bachelor's degree and higher; and \$102,533 is the median household income.

This information (Attachment A) is provided by NOVA, a nonprofit, federally funded employment and training agency. This agency provides innovative, award-winning workforce development services to the residents and businesses of an eight-jurisdiction consortium that includes the cities of Cupertino, Los Altos, Milpitas, Mountain View, Palo Alto, Santa Clara and Sunnyvale (host) and the County of San Mateo. Services are delivered at no cost to the customer. To learn more visit www.novaworks.org.

Silicon Valley Power (SVP) Leads Nation in Green Power: Through the *Santa Clara Green Power* program, SVP continues to lead the nation in green power. Among utilities nationwide, SVP is one of a handful that offer voluntary green power programs that have been recognized by the National Renewable Energy Laboratory (NREL). SVP's continued commitment to the program has earned the utility its place on three of the <u>Top 10 Green Power lists</u> for the third year in a row. *Santa Clara Green Power* placed second for the best national green power sales rate at 12.15 percent, sixth for its green power participation rate at 9.35 percent and eighth for total green power megawatt hour (MWh) sales for a total of 423,808 MWh sold.



Safe Routes to School Program: The City's Safe Routes to School Program, involving 12 Santa Clara schools, completed its first year with a flurry of activities including skills training, rodeos, and walk and bike audits. Skills training, designed for students in second grade and younger, focuses on safe walking skills. Rodeos help students in third grade and above focus on safe walking and biking skills. Walk and bike audits (conducted at Bowers, Bracher, Hughes, Montague, and Westwood elementary schools) give

parents and school staff an opportunity to provide input on potential infrastructure improvements to increase safety for students walking and biking to school. Improvements may include: additional signage, additional crosswalks, crosswalk enhancements, sidewalk repairs, and handicap ramps. The City uses their feedback to better address concerns regarding the routes children use when walking or biking to school. For more information, contact Public Works at (408) 615-3000.



Silicon Valley Power Community Meeting held June 6: SVP held a meeting to gather community input on its Integrated Resource Plan (IRP). This plan looks at what types of energy resources will make up our power mix in the future; how we will achieve the carbon reduction goals that California has set for 2030, electric vehicle readiness, battery storage; and other energy-related topics. Customers are invited to provide input through the survey at https://www.opentownhall.com/6342. Another community input meeting will take place on August 27 at 6:30 p.m. at the Northside Library. For more information, contact Silicon Valley Power at (408) 615-6600.

Leadership Santa Clara Graduation held June 6: On June 6, Leadership Santa Clara held a graduation ceremony for the 2018 class with Mayor Lisa M. Gillmor, Vice Mayor Kathy Watanabe and Council member Debi Davis, followed by a reception with the graduates, alumni and City staff. The program helps advance the City Council's goal of developing an educated, informed group of future community leaders. This was the landmark 21st year of Leadership Santa Clara, and the community responded with the largest class in program history. Applications for 2019 will be available in late 2018. For more information, contact the City Manager's Office at (408) 615-2210.



Tip-A-Cop for Special Olympics on June 5: Members of the Santa Clara Police Department volunteered on June 5 as celebrity wait staff in exchange for "tips" at Chili's Restaurant to raise over \$1,500 for Special Olympics Northern California. Special Olympics provides athletic opportunities to children and adults with intellectual disabilities, and instills the confidence they need to succeed in life. For more information, contact the Police Department at (408) 615-4700.

Santa Clara Police attends PACT Event in San Jose on May 31: Santa Clara County Police Chiefs and command staff attended a People Acting in Community Together (PACT) meeting at the Emmanuel Baptist Church in San Jose. Law enforcement and community members engaged in dialogue about improving police and community relations with communities of color. A PACT meeting will be held in Santa Clara in the future. For more information, contact the Police Department at (408) 615-4700.



Santa Clara University Students Out with the Sewer Crew on May 31: The City's Sewer crew hosted a class of budding engineers from Santa Clara University as they conducted cleaning and closed circuit television (CCTV)inspections. The crew showed the students how they use high pressure water to clear sewer lines (jetflushing) and CCTV equipment to inspect and classify deficiencies in the City's sewer lines. For more information, contact Water and Sewer at (408) 615-2000.



Commercial Cannabis Community Meeting held May 30: Staff held a community meeting May 30 at Northside Branch Library to update the public on current work efforts related to the development of commercial cannabis regulations. Topics of discussion included the potential allowable commercial cannabis activities, tax proposal, allowable locations, and smoking regulations. A second community meeting on commercial cannabis regulations will be held June 14, at 6:00 p.m. at the City Council Chambers For more information, visit www.santaclaraca.gov/cannabis.

D.A.R.E. Graduations Held May 29 and May 30: The final two D.A.R.E. graduations of the school year were held at St. Lawrence School on May 29 and Sutter Elementary School on May 30. Santa Clara's Drug Abuse Resistance Education (D.A.R.E.) program is in place at 17 public and private schools, designed to equip elementary school children with knowledge about drug abuse, skills for resisting peer pressure, and ways to deal with bullying and stress. For more information, contact the Police Department at (408) 615-4700.

Countywide Traffic Enforcement Team on May 24: On May 24, motorcycle officers from Campbell, Los Altos, Milpitas, Morgan Hill, Mountain View, Sunnyvale and the Santa Clara County Sheriff's Office joined Santa Clara Police to conduct a countywide traffic enforcement operation in Santa Clara. The officers focused on pedestrian safety, heavy truck vehicle inspection, school zones, distracted driving, and carpool lane violations and issued over 200 traffic citations. For more information, contact the Police Department at (408) 615-4700.



"Adventures in Learning" Students Graduate on May 23 and May 24: Nearly 100 children from the 3 and 4 year old "Adventures in Learning" programs graduated this week. The celebration included a ceremony, gift bag for the graduates, jump houses and a potluck party! Fall Classes start in late August for both the 4 year old (at the Community Recreation Center, 969 Kiely Boulevard) and 3 year old (at Westwood Oaks Park, 460 La Herran Drive) programs. Register here or for more information contact Parks & Recreation, Recreation Supervisor Susan Diatte at (408) 615-3155.



CURRENT JOB OPENINGS

Join the Center of What's Possible! We are currently hiring for the following positions at the City of Santa Clara. To view job descriptions and for information on how to apply, please visit: www.santaclaraca.gov/jobs

- As-Needed Building Attendant
- As-Needed Electrical Estimator
- As-Needed Instructor/Lifeguard
- As-Needed Recreation Program Coordinator
- Compliance Manager
- Deputy City Attorney
- Electric Utility Engineer
- Electrician

- Journey Lineworker
- Per Diem Police Officer Special Events
- Police Officer
- Public Safety Dispatcher II
- Recruit Police Officer
- Staff Aide I
- Staff Analyst I
- Utility Operations Engineer

RESPONSE TO COUNCIL INQUIRIES

City's Transient Occupancy Tax (TOT) Agreement: At the May 29, 2018 Council meeting, the Council requested additional information concerning the City's Transient Occupancy Tax (TOT) agreement with Airbnb, Inc. On September 29, 2015, the City Council authorized the City Manager to execute a voluntary tax collection agreement with Airbnb, Inc. for the collection of the City's TOT on short term rentals. Airbnb, Inc. is a corporation which provides an Internet platform through which third parties desiring to rent out accommodations ("Hosts") and third parties desiring to book accommodations ("Guests") have the opportunity to locate each other, communicate, negotiate, and book a transaction pursuant to an agreement between the Hosts and Guests. For the purposes of the Tax Collection Agreement, Airbnb, Inc. agreed to act as a limited collection and remittance agent of the Hosts to the extent such Hosts offer to or rent accommodations to Guests in Santa Clara via the Airbnb, Inc. platform that are subject to the City's Transient Occupancy Tax. Airbnb, Inc. assumed all responsibilities for the collection and remittance of the Transient Occupancy Tax for applicable transactions on its platform in the City, starting on the effective date of the collection agreement which was October 15, 2015.

While the City does have an agreement with Airbnb, there are other internet-transacted vacation rental sites that operate within the City of Santa Clara, such as Vacation Rentals by Owner (VRBO) and Home Away, which do not have a TOT agreement with the City. The City has also not conducted any due diligence to ensure receipt of TOT from Airbnb, as stated that evening that a review was warranted and planned.

Fees in Lieu of Parkland Dedication Collected: At the May 22, 2018 Council Meeting, Council requested information pertaining to the amounts of fees collected by the City under Quimby Act and the Mitigation Fee Act. Since September 13, 2014, the Santa Clara City Code includes Chapter 17.35 "Park and Recreational Land" that requires new residential developments to provide developed park and recreational land, and/or pay a fee in-lieu thereof pursuant to the California Quimby Act (Quimby) and/or the Mitigation Fee Act (MFA). New



housing development projects may also receive a credit of 50% for eligible on-site park and recreational amenities. The in lieu fees paid* under Quimby may be reimbursable to the developer if they are making the public park improvements which results in less fees available for allocation to other park development projects. The chart below represents the 10 new housing developments that will contribute to a City population increase of 6,459 residents. The fees collected by fiscal year and category are as follows:

Fiscal Year	Public Parkland Dedicated	Quimby Fees	Quimby Park Development	MFA Fees	Total Combined
FY2015- 16	0	\$130,320	\$0	\$0	\$130,320
FY2016- 17	4.1150	\$1,108,300	\$0	11,201,595	\$12,309,895
FY2017- 18	3.1893	\$192,501	\$1,760,920*	\$3,578,852	\$5,532,273
Total	7.3043	\$1,431,121	\$1,760,920*	\$14,780,447	\$17,972,488

Parking along Reed Street and Grant Street adjacent to Future Sports Park: At recent City Council meetings, both the public and City Council expressed concern regarding parking availability along the future sports park frontage due to trucks, vehicles and recreational vehicles currently parked/stored along Reed Street and Grant Street. The approved project plans call for the construction contractor to install permanent signs prohibiting parking along the park frontages from 12:00 a.m. to 5:00 a.m. every night. This will discourage the use of street parking fronting the sports park for vehicle storage and increase parking availability for park users. In an effort to prepare for construction and help improve parking availability in the near term, staff has temporarily posted both Reed Street and Grant Street with the same parking restrictions that will be in affect when the project is completed; enforcement will begin June 11, 2018. For more information, contact Public Works at (408) 615-3000.

Crime Clearance Information Available online: At the State of the City address on June 2, there was an inquiry about the solve rate by category for crime in Santa Clara. The City participates in the Uniform Crime Reporting (UCR) program, which is a statewide law enforcement program designed to provide a nationwide view of criminal activity. Under UCR, law enforcement agencies can "clear" or "close" offenses in two ways. One way is by arrest and the other is by "exceptional means." Clearing an offense by "exceptional means" indicates that the identified suspect was unable to be arrested based upon circumstance outside the control of law enforcement. The Santa Clara Police Department remains committed to following leads, examining evidence, and solving crimes. In an effort to provide more information to residents, UCR program information, updated monthly, is available on the City's website http://santaclaraca.gov/government/departments/police-department/crime. For more information, contact the Police Department at (408) 615-4700.



LEVI'S STADIUM RELATED UPDATES

Upcoming Stadium Events:

- June 16: 49ers Foundation Picnic on the Field
- July 22, 2018: Soccer; San Jose Earthquakes vs. Manchester United
- August 4, 2018: Soccer; International Champions Cup
- September 29, 2018: Concert; Jay Z and Beyoncé OTR II
- November 30, 2018: 2018 PAC-12 Championship

2026 FIFA World Cup™ Host Selection on June 13: On June 13, the Fédération Internationale de Football Association (FIFA) Congress will gather in Moscow to decide by vote the host of the 2026 FIFA World Cup. The options are Morocco or North America, with proposed game sites in the United States, Canada and Mexico, including Levi's Stadium, for the latter. The exact timing of the vote is not determined, but the FIFA Congress will livestream on www.fifa.com, and the 2026 United Bid Committee estimates the vote will occur between 2:00 a.m. Pacific Standard Time. As a reminder, if North America is voted to host, FIFA will ultimately select 16 finalists from the current list of 23 Candidate Host Cities/Communities to host matches. This selection will not take place until late in 2020.

UPCOMING EVENTS & MEETINGS

Warburton Pool is Now Open: Warburton Pool opened for the season on Memorial Day weekend. Located at 2250 Royal Drive, Warburton Pool is open for Recreation Swim Sundays through Saturdays. The cost is \$4 for youth residents/\$5 for non-residents, \$6 for adult residents or \$7 for non-residents; purchase a Family Swim Pass for greater value. For pool hours and the 2018 Recreation Swim Schedule visit

http://santaclaraca.gov/Home/ShowDocument?id=19169



Community Meeting on Commercial Cannabis Regulations on

June 14: The City of Santa Clara has been working to create local commercial cannabis regulations to allow licensed cannabis businesses to operate in the City. An update will be provided regarding the proposed ordinances and taxes on June 14 at 6:00 p.m. at the City Council Chambers located at 1500 Warburton Ave. For more information, please visit www.santaclaraca.gov/cannabis

Community Garden Information Meeting on June 14: The City of Santa Clara will host two sessions on June 14, at 11 a.m., and 6 p.m. to provide information on the Community Garden Both sessions will be held at the Santa Clara Teen Center, 2446 Cabrillo Avenue. City staff will provide an update on the progress of the neighborhood park and the community garden construction as well as the Community Garden Member application process. The two meetings will be identical and answer questions about eligibility, programs, fees, and garden guidelines. Member applications will be available at the meeting and at the Community Recreation Center, Teen Center and Senior Center beginning June 15, 2018. For more information, contact the Teen Center at (408) 615-3740.



Free Worm Composting on June 16: In partnership with the Compost Education Program, the City will host a free Worm Composting Workshop at the Machado Park building located at 3360 Cabrillo Avenue from 10 a.m. to noon. Attendees will learn how to build, maintain and troubleshoot a worm bin. Bins will also be available to purchase. To register, visit www.reducewaste.org/classes or call (408) 918-4640.

National Pollinator Week: The Pollinator Partnership designated June 18 through 24, 2018 as National Pollinator Week. Pollinator species such as bees, birds, butterflies, bats and beetles are essential for our food supply, and they provide significant environmental benefits necessary for maintaining biodiversity and healthy ecosystems. This year, you can celebrate pollinators by planting a pollinator-friendly garden of your own, visiting the City's first pollinator garden at the Central Park Library, and using less-toxic pest control products. For more information, contact Public Works at (408) 615-3080.

Silicon Valley Barbeque Championships on June 22 and June 23: Enjoy a variety of barbecue-style food and samples, live music on the main stage, arts& crafts vendors, beer, and wine and over 60 professional teams competing in four Competitions for the best pork ribs, pulled pork, chicken thighs, and brisket. This Santa Clara event is the largest barbecue championship on the West Coast. Event hours are 4-10 p.m. on June 22nd and11 a.m.-7 p.m. on June 23. Proceeds support community projects in Santa Clara. For information, contact the Community Recreation Center at (408) 615-3140 or visit www.svbbQ.com.

UPCOMING AGENDA ITEMS

Please visit the Tentative Meeting Agenda Calendar for dates of upcoming Council Study Sessions, Joint Council/Commission meetings, as well as Council Public Hearing and General Business agenda items online at:

https://santaclara.legistar.com/Page.aspx?M=Y. As you can see, while tentative and subject to change, it provides key policy items that the Council/Board will need to dedicate time to deliberate and that may take considerable time during the upcoming meetings.

Deanna J. Santana, City Manager City Manager's Office (408) 615-2210

manager@santaclaraca.gov

Attachment A – City of Santa Clara Workforce Index



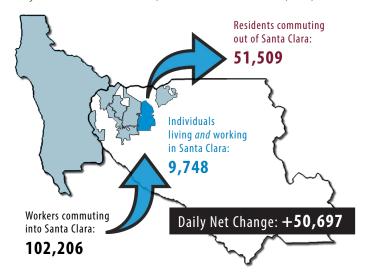
nova Workforce Index



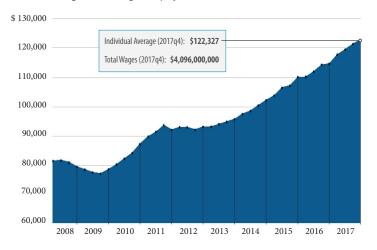
Serving the residents & businesses of Santa Clara since 1982

Workforce Characteristics

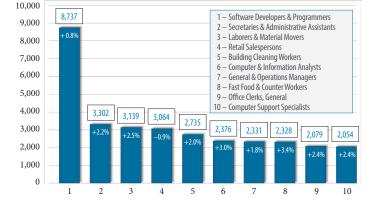
Daily Commute Inflow & Outflow (Santa Clara residents/workers; 2015)



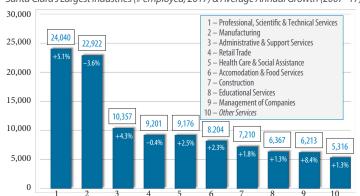
Santa Clara's Average Annual Wages (Employed; 2008–17)









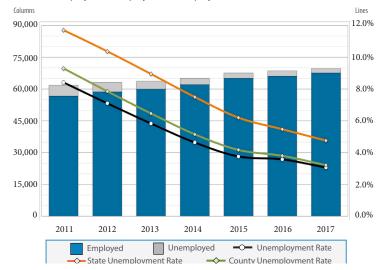


Labor Force Data

Number of Santa Clara residents employed and unemployed in 2011 and 2017 (annual averages), and net change.

Labor force (2011)	61,900
Labor force (2017)	69,700
 Change in labor force (2011–17) 	+ 7,800
• Percent change (2011–17)	+ 12.6%
Employed (2011)	56,700
Employed (2017)	67,600
· Change in employed (2011–17)	+ 10,900
• Percent change (2011–17)	+ 19.2 %
Unemployed (2011)	5,200
Unemployed (2017)	2,100
· Change in unemployed (2011–17)	- 3,100
• Percent change (2011–17)	-59.6%
Unemployment rate (2011)	8.4%
Unemployment rate (2017)	3.1 %

Labor Force: Employed, Unemployed & Unemployment Rate (Santa Clara, annual data)

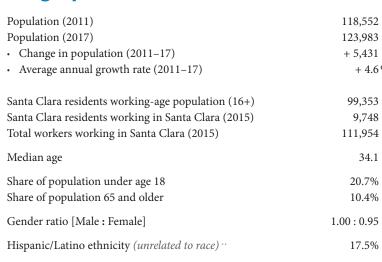






Santa Clara

Demographic Characteristics

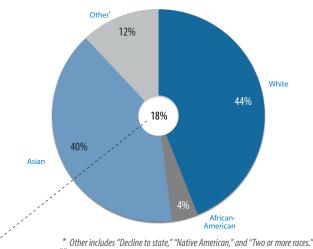




+ 4.6%

34.1

91.5 %



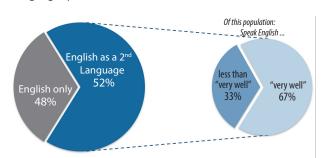
Social Characteristics

Educational attainment (cumulative share of population 25+):

· High school diploma or equivalent and higher

8	
Bachelor's degree and higher	56.7 %
Graduate/Professional degree and higher	26.0 %
Individuals with a disability (population aged 16+) • Share of these individuals employed	8,414 23.8 %
Foreign-born (share of total population)	41.9 %
Share of these individuals entering U.S. in 2010 or later	24.1 %

Language Spoken at Home



Economic Characteristics

Total households Median household income	43,798 \$ 102,533	Household Income Distribution
Average household size	2.7	> \$200,000
Median income by gender:		17% <\$50,000
Male full-time, year-round workers	\$ 92,048	25%
Female full-time, year-round workers	\$ 62,468	25%
Per capita income	\$ 44,843	
Poverty status:		\$150,000 -199,999 14%
Federal poverty guideline (family of four, 2016)	\$ 24,300	
Share of families below poverty line	4.4%	
Share of individuals below poverty line	8.2 %	23%
San Francisco-Oakland-San José: Combined MSAs		21% \$50,000
• Consumer Price Index (U.S. benchmark = 100.0) (2017)	277.4	-99,999
• Change in CPI (average annual change: 2010–17)	+ 7.1 %	\$100,000 -149,999

U.S. Bureau of Labor Statistics (CPI benchmark: 1982-84 = 100)

^{**} Hispanic/Latino ethnicity is independent of race